



PVT. JAMES HODGES
... Gives Korean children a warm winter

Hearts of Church Group Go Out to Needy Korean Kids

The compassion of the entire congregation of a Harbor City Church reached far across the Pacific ocean recently, when, after the plea of one of its members, the congregation got together and sent 11 huge boxes of clothing to the needy children in Korea, to keep them warm during the fierce Korean winter.

New Instruction Methods Used in El Camino Class

Cooperative merchandising, the effort by El Camino College to train students for sales and business work on the job, incorporates many new facets of instruction unknown a few years ago, according to Director of Instruction William H. Harless.

In describing this curriculum, Harless said, "El Camino College is offering its cooperative merchandising course to those young people desiring to make merchandising their vocation. Through cooperative merchandising the techniques of selling from the ground up are taught—on the job and in the classroom."

Problems Described
Some of the instructional problems were described by Instructor Jacob H. Martin. The demonstrative technique initiated by Martin allows each student to cope with customer questions, thereby replying with satisfactory advice. "Many times a sales person can offer sound selling advice to an ' undecided' customer by studying theory work of nationally-recognized business authorities," Martin observed.

public and point out values to customers, they will find themselves in line for permanent employment. Liberal instructions in meeting the needs of the buying public is the general theme of distributive education.

Personality Important
Along with salesmanship ability, potential employees must have pleasing manners and appearance. They must reflect their employers when talking to prospective customers. Through the sales personality and speech classes offered by the college, students gain social poise and learn to control personal feelings and emotional reactions to customers who may be difficult to handle or who may present unusual problems.

Specialty selling class is another aid to cooperative merchandising at the college. Through this course the vocational student selects one particular type of merchandise, such as household necessities, automobile equipment, or stationery supplies. After he has done sufficient research work or sales approaches, techniques, and advantages of the particular equipment, he has a thorough knowledge of the merchandise he desires to represent. He also develops ways of creating customer interest through advertisements, speeches and demonstrations. They show they can meet the

Publisher's Mother Dies

Ray H. Reed, publisher of the *Lomita News*, left for Fairmont, Minn., Friday evening to attend the funeral of his mother, who died 12 hours after collapsing at her home in the east Thursday evening.

School Library Has Land-Office Business in '53

The 37,387 pupil books in the Torrance School District libraries passed through 137,809 hands during the 1952-53 school year according to a report made to the Board of Education this week.

Reading, Health to Be Stressed in Torrance Schools During Year

Teaching emphasis in Torrance schools will be on reading and health during the coming year and definite plans have been formulated for implementing the instruction in these two fields during the coming year, according to Walter Rehbold, director of instruction for the district.

Reading, Health to Be Stressed in Torrance Schools During Year

A seven-point plan for emphasizing these two fields of study has been drawn up by Rehbold's staff and the principals, and was presented to the Board of Education here last week.

able to teachers throughout the year.
6. One principals' meeting each month will be devoted to phases of health or reading to help principals carry on a program at their schools.
7. A reading consultant from a leading book publisher will work with principals.

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Quality Meats

YOUNG, TENDER BABY **Beef Liver** 39¢
U.S. GRADED "GOOD" STEER BEEF **ROUND STEAK** 69¢
FRESH LEAN, U.S. GRADED "GOOD" **Ground Round** 69¢
COUNTRY STYLE **Pork Sausage** 53¢
DUBUQUE MISSISSIPPI **SLICED BACON** 67¢

EASTERN GRAIN-FED PORK **SPARERIBS** 45¢
Fine for Barbecue, Lean and Meaty

MEDIUM AGED **Cheddar Cheese** 49¢
HEMET EXTRA LARGE RIPE **PITTED OLIVES** 23¢
HEINZ CIDER **VINEGAR** 21¢
SUPERIOR LONG **SPAGHETTI** 21¢
CRYSTAL WHITE **KARO SYRUP** 21¢
SIOUX BEE **CLOVER HONEY** 25¢

GOLDEN STATE **MILK** 25¢
2 Tall CANS

DRISCOLL FROZEN **STRAWBERRIES** 29¢
CLARK FROZEN **TURKEY PIES** 39¢
BUDGET PAK 36/40 **PRUNES** 33¢
MILK AMPLIFIER **BOSCO** 31¢
KERN'S **GRAPE JELLY** 21¢

CHEER 27¢
LARGE BOX

PUREX 29¢
HALF GALLON

GOLDEN BANTAM GARDEN FRESH LARGE EARS **CORN** 5¢
Tender... Tempting... Tasty!

CUCUMBERS LONG GREEN SLICING 5¢
EGG PLANT FANCY HOME GROWN 5¢
ONIONS MILD YELLOW SPANISH 2 lbs 5¢

GOLDEN STATE **COTTAGE CHEESE** 27¢
MINUTE MAID FROZEN **GRAPE JUICE** 2 for 21¢

COLORED - QUARTERS **OLEO** 15¢
POUND

CRISCO 79¢
3 POUND CAN

CAMPBELL'S **TOMATO SOUP** 10¢
DERBY (with beans) **Chili Con Carne** 23¢
FANNING'S BREAD & BUTTER **PICKLES** 19¢
FINE GRANULATED **HOLLY SUGAR** 88¢
SPICE, FUDGE & GOLDEN **CINCH** 30¢
MARCO **DOG FOOD** 3 for 25¢

DEL MONTE CREAM STYLE **GOLDEN CORN** 16¢
RED DART **SUGAR PEAS** 10¢
DEL MONTE "NEW" **POTATOES** 13¢
CALIFORNIA **TOMATOES** 15¢
LIBBY'S **TOMATO JUICE** 19¢
Sunny Isle Rice Pudding with **UNCLE BENS RICE** 21¢

FLAKY-THIN SALTINES **CRISPY CRACKERS** 19¢
POUND BOX

SWIFT'S LUNCHEON MEAT **PREM** 39¢
12-OZ. CAN

Jim Dandy and DOLLAR MARKETS
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